LEO BURNETT COMPANY, *Inc.*
Ad No. 453—Duffer—Req. No. 91458—1 page—4 color bleed—8¼ x 11¼ in.—Travel & Leisure, June/July, 1972 (A)
Printed in U.S.A.

1. In the 1924 Backwater Open, Duffer McGee found biting on his cigarette holder made him feel better about his bad slice.

2. He also found it gave him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back, away from your lips.

3. With Parliament, you never taste a filter. Just rich, clean flavor. And that's an improvement, no matter how you slice it.

The Parliament recessed filter. It works like a cigarette holder works.

Kings: 16mg "tar" 1.1mg. nicotine—
100's: 16mg "tar" 1.4mg. nicotine av.
per cigarette, FTC Report Aug. 72

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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